

AMENDMENT AFTER FINAL
Serial No. 09/945,378
Docket No. CGR03-GN003

In the Specification

Please replace the original ABSTRACT with the following new ABSTRACT:

A computerized method for measuring a consumer's perception of a commercial entity's brand equity, logo, trademark, tradename, tag line, product name and the like, includes the steps of: (a) providing an interactive advertising message or computerized game to the consumer (where the game includes the step of testing the consumer's ability to recognize a the commercial entity's logo, the commercial entity's trademark, the commercial entity's tradename, the commercial entity's tag line, the commercial entity's product name, a competitor's logo, a competitor's trademark, a competitor's tradename, a competitor's tag line and/or a competitor's product name); (b) allowing the consumer to interact with the interactive advertising message or computerized game; (c) gathering data associated with the consumer's interactions with the interactive advertising message or computerized game; (d) generating a statistical report from the data; and (e) providing the statistical report to the commercial entity.